

**SEE THE BEST  
OF HOW THE WORLD  
SEES YOU**

**Sally Hogshead**

Bestselling Author, Hall of Fame Speaker,  
and creator of the Fascination Advantage®



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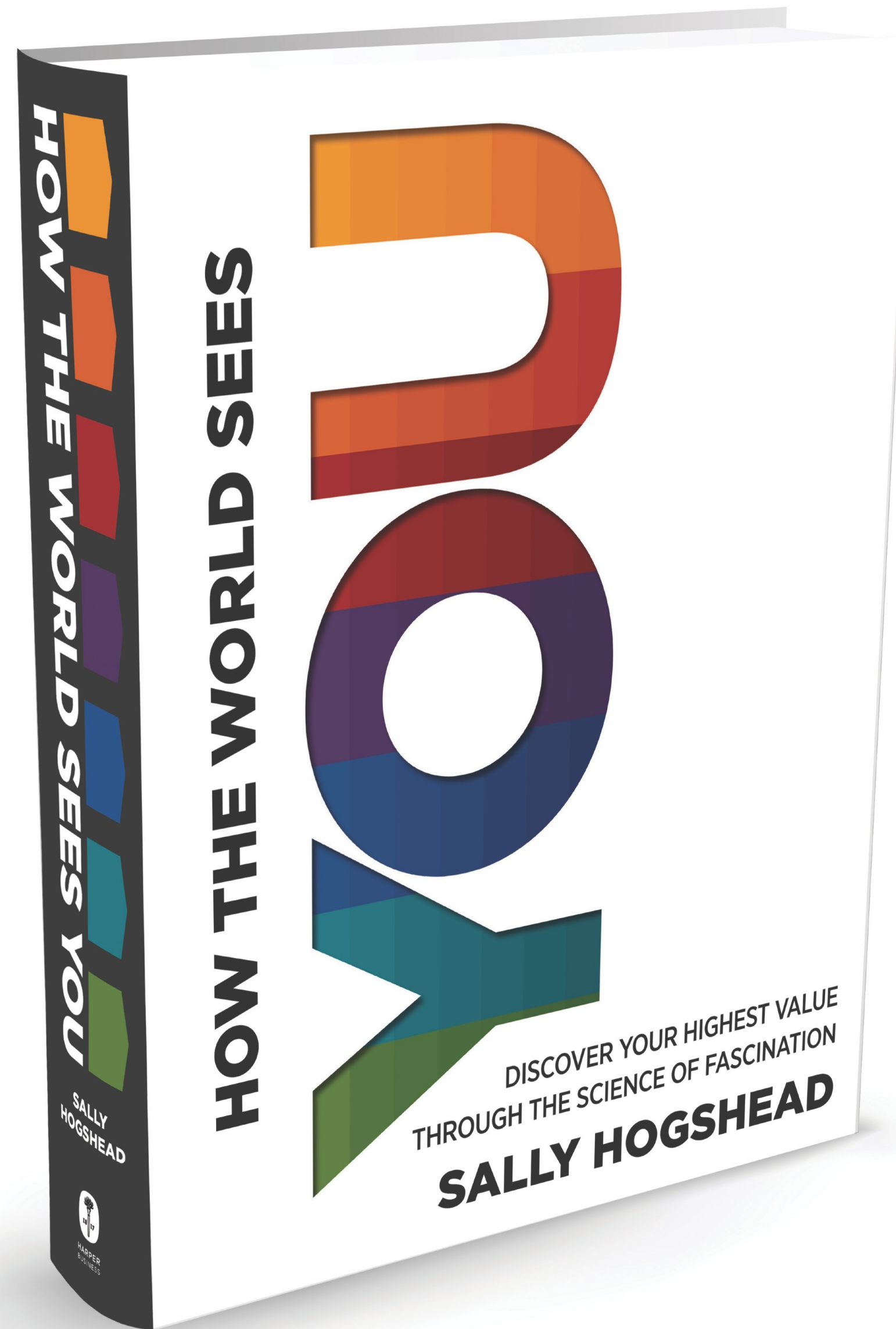
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# 1. HOW DOES THE WORLD SEE YOU?

**HOW YOU SEE THE WORLD**

**VS.**

**HOW THE WORLD SEES YOU**





**#2 NEW YORK TIMES**  
BESTSELLER



**#1 WALL STREET JOURNAL**  
BESTSELLER



**OPRAH.COM TOP PICK**  
BEST SUMMER READING  
SALLY HOGSHEAD



**AMAZON**  
TOP EDITOR PICK



**IBM BOOK OF THE MONTH**  
SOCIAL BUSINESS



# 2. WHAT EXACTLY IS “FASCINATION”?

**Fascination is an  
intense focus.**



**When you fascinate your  
listener, you become  
most worthy of attention.**

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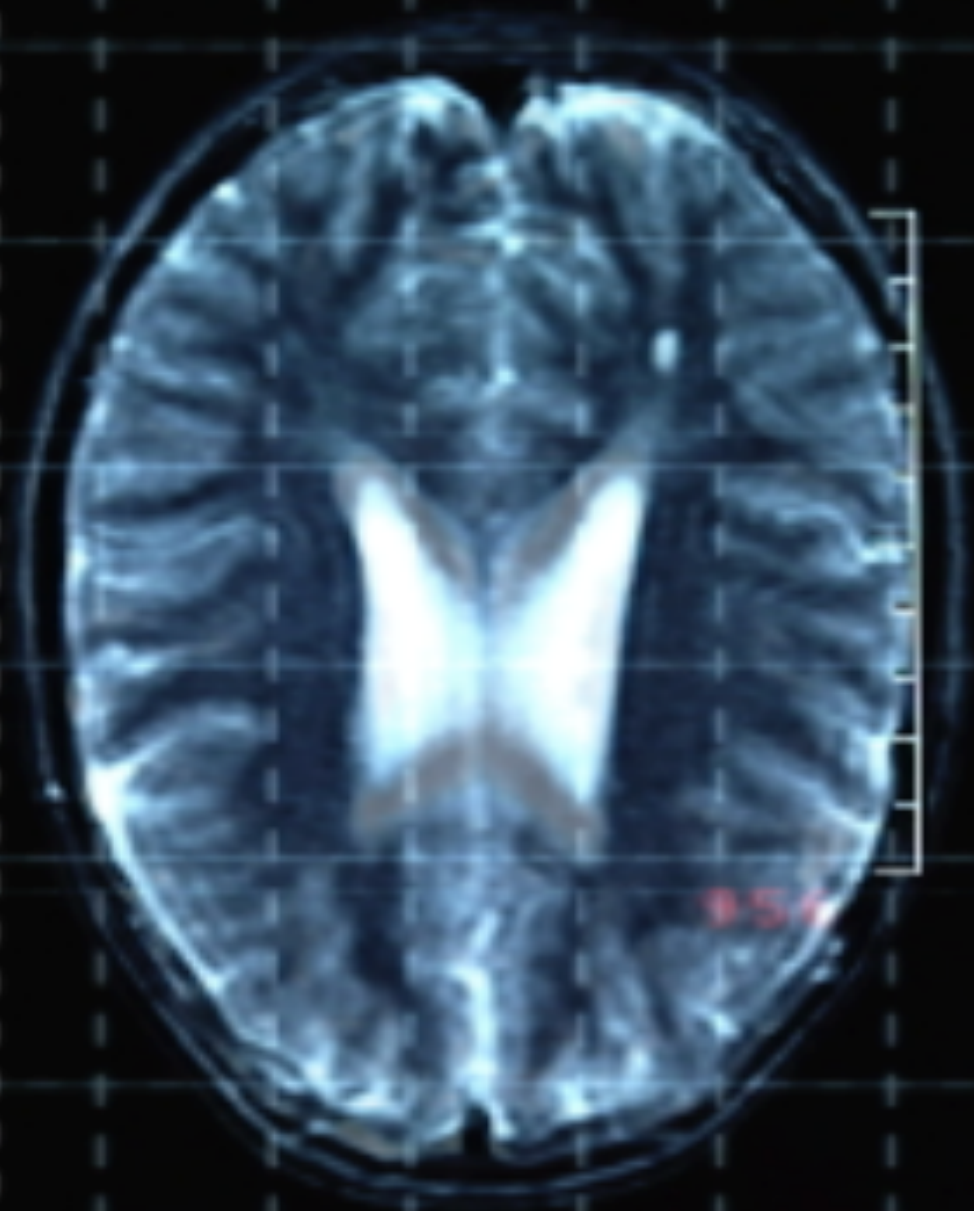
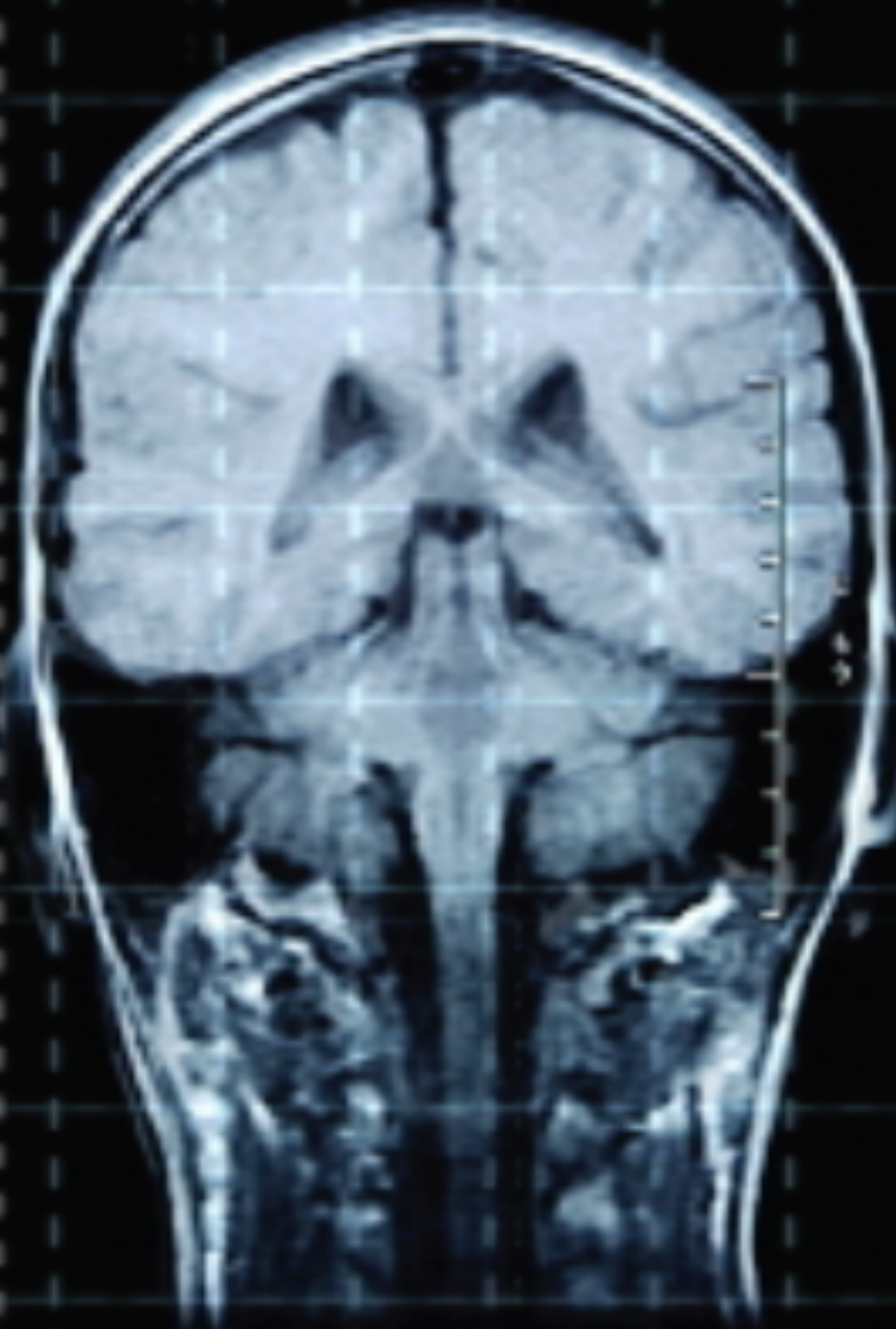
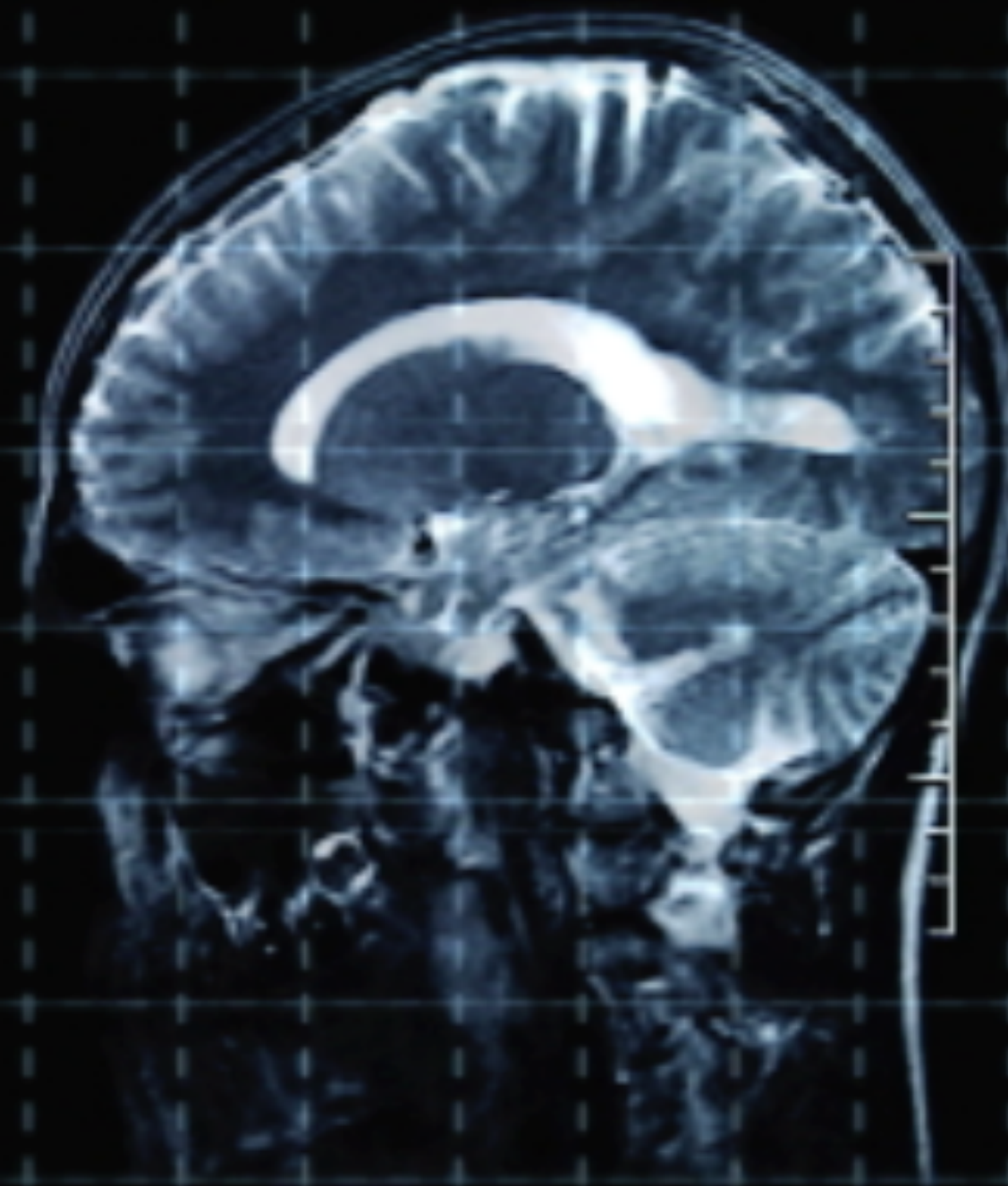
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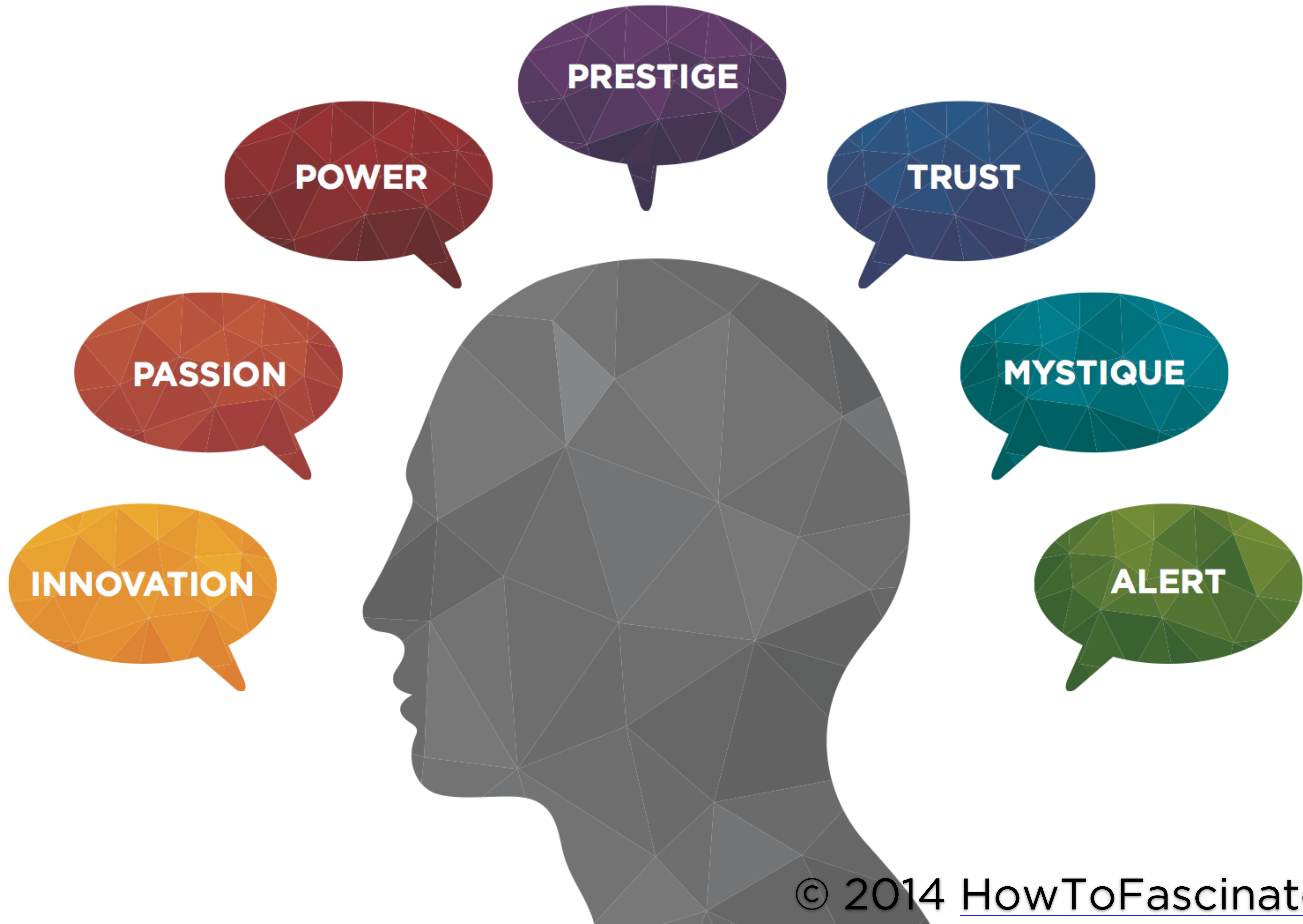
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# **3. WHAT IS YOUR “FASCINATION ADVANTAGE”?**

**YOUR FASCINATION ADVANTAGE<sup>®</sup>  
is the way in which your personality  
is most likely to add distinct value.**

**4. THERE ARE 7 DIFFERENT  
WAYS TO COMMUNICATE,  
AND ADD VALUE...**



# THE 7 WAYS TO ADD VALUE

**POWER**

A LEADER WHO MAKES DECISIONS

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**MYSTIQUE**

SOLO INTELLECT BEHIND-THE-SCENES

**PRESTIGE**

OVERACHIEVER WITH  
HIGHER STANDARDS

**ALERT**

PRECISE DETAIL MANAGER

**INNOVATION**

UNTRADITIONAL PROBLEM-SOLVER

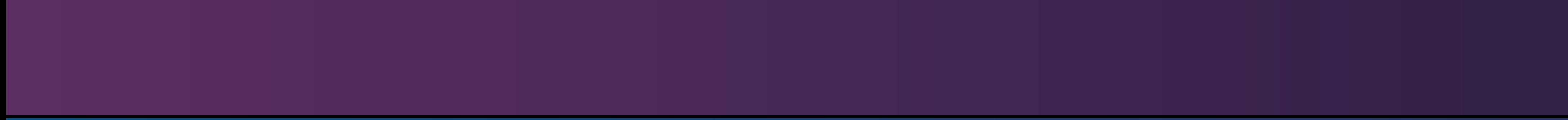
**TRUST**

STABLE, RELIABLE PARTNER

# SECONDARY ADVANTAGE



# PRIMARY ADVANTAGE





# SECONDARY ADVANTAGE

PRIMARY ADVANTAGE

	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
INNOVATION	THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
PASSION	THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
POWER	THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
PRESTIGE	THE AVANT-GARDE	THE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
TRUST	THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR	THE GOOD CITIZEN
MYSTIQUE	THE SECRET WEAPON	THE SUBTLE TOUCH	THE VEILED STRENGTH	THE ROYAL GUARD	THE WISE OWL	THE DEADBOLT	THE ARCHER
ALERT	THE COMPOSER	THE COORDINATOR	THE ACE	THE EDITOR-IN-CHIEF	THE MEDIATOR	THE DETECTIVE	THE CONTROL FREAK

# SECONDARY ADVANTAGE

PRIMARY ADVANTAGE

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> You change the game with creativity	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
<b>PASSION</b> You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
<b>POWER</b> You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
<b>PRESTIGE</b> You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
<b>TRUST</b> You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
<b>MYSTIQUE</b> You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
<b>ALERT</b> You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Fortright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

# SECONDARY ADVANTAGE

	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
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PRESTIGE	THE AVANT-GARDE	THE CONNOISSEUR	<b>THE VICTOR</b> <small>Respected • Competitive Results-Oriented</small>	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
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**RESPECTED  
COMPETITIVE  
RESULTS-ORIENTED**

PRIMARY ADVANTAGE

**5. To become more successful, don't CHANGE who you are. Become MORE of who you are.**

## MY PRIMARY ADVANTAGE

## PASSION

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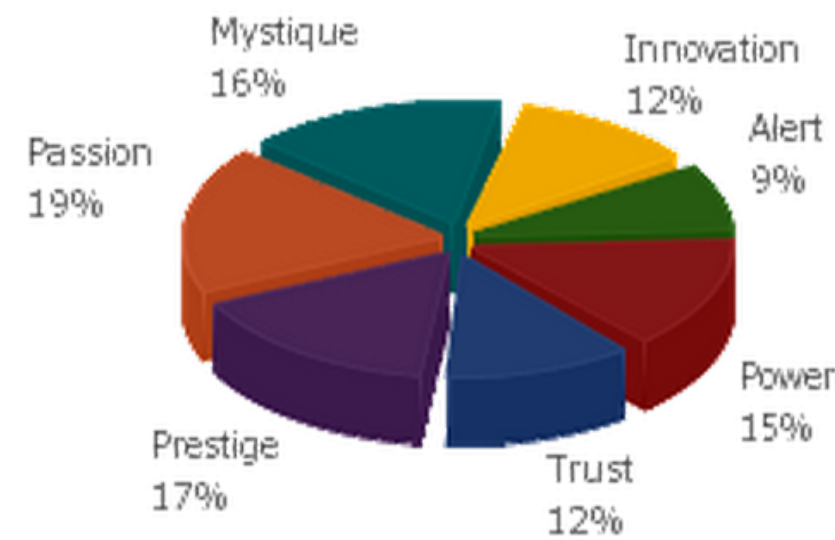
### PRIMARY PERSONALITY DESCRIPTORS:

- Creates strong and immediate emotional connections
- Communicates expressively (such as colorful language and humor)
- Attractive personal and professional style of interaction
- Inspires people to become involved advocates
- Attuned to the 5 senses: taste, touch, scent, sound, and sight
- You quickly create warm emotional connections.

### WHO YOU ARE:

- Expressive
- Intuitive
- Enaaaina

### PASSION IN THE POPULATION



**My primary Advantage is PASSION.** 19% people who took the Fascination Advantage test also use PASSION as their primary Advantage.

PRIMARY	SECONDARY	ARCHETYPE
PASSION	INNOVATION	THE CATALYST
PASSION	PASSION	THE DRAMA
PASSION	POWER	THE PEOPLE'S CHAMPION
PASSION	PRESTIGE	THE TALENT
PASSION	TRUST	THE BELOVED
PASSION	MYSTIQUE	THE INTRIGUE
PASSION	ALERT	THE ORCHESTRATOR

## WHAT IT MEANS TO HAVE A DORMANT MYSTIQUE ADVANTAGE:

This is your most exhausting form of communication. Its how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and its unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

Its important to recognize these types of interactions, because they can prevent you from making progress and momentum.

## SHOULD YOU LEARN HOW TO ACTIVATE THE MYSTIQUE ADVANTAGE?

You will be less successful in situations that require you to suppress yourself. Avoid jobs or projects that require you to curb your natural expressiveness, because your personality thrives in environments with a lot of discussion and back-and-forth. Without open communication, you will become discouraged.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your least natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

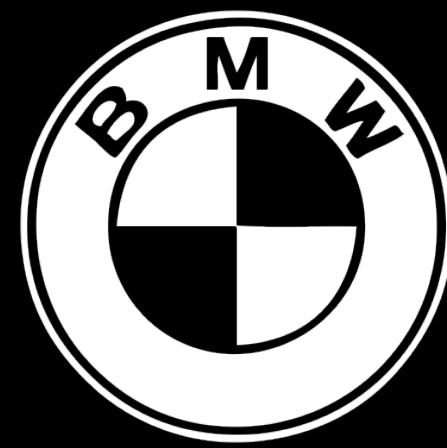
Heres your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

**6. Your personality has a natural specialty, just as the world's top brands have a specialty.**

Aflac

Coca-Cola

  
GODIVA  
Chocolatier



Cole Haan

HARRY WINSTON

Capital One®

**7. The greatest value you can add is to become more of yourself.**



**WATCH SALLY SHARE AN INTRO TO  
HOW THE WORLD SEES YOU... AT  
YOUR BEST:**

<https://www.youtube.com/watch?v=khSYFKWIh18>

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